

## Three ways to sell a house

## The sign--

When you put a sign on your property it attracts more attention to itself than to the house you desire to sell.

If the property is a residence and your object is to convince a prospective buyer of the select character of the neighborhood, a sign certainly would not be good taste.

> On some kinds of property, such as a vacant lot or a tumble, down empty house near an abandoned coal mine, a sign would not detract from the value of the land.
> But it would not bring a buyer out to see it Something else is required to let the buyer know where your property is located.

## The agent--

One of the best ways to sell a house is through an agent.

An agent works hard for his commission; he must first find a buyer who is interested in the kind of property you have; then he may spend weeks trying to convince the man that he should buy.

Often he does not sell the house, so all his work is done without pay. He has spent his time, but you have spent nothing. You should always employ an agent, however, because his experience gives him a degree of skill in closing deals that is worth all that he earns in the way of commissions.

## The Bee Want Ad-

A sign is seen only by those who chance to pass the property. An agent goes to men who have never seen the property and thus brings it to the attention of a greater number of people.

But a want ad in The Bee reaches the entire city.
It supplements the work of the agent-it does not replace him.

> Where the agent sees only a dozen men who are interested in your property, The Bee want ad reaches hundreds.
> Send in your ad without delay-someone may even now be look, ing for the property you have for sale. The ad will be almost sure to reach him. Try it-the cost is small.

Telephone Tyler 1000

